

PARADE

new products and technologies

HARMAN KARDON: A NEW MILESTONE 'An emotional bond between product and the user'

From its early days Harman Kardon, Inc., has devoted itself to technology of the highest quality, and during the company's history the industrial design has developed into a unique external appearance that is readily recognised through the audio world.

Today, says Harman Kardon, as consumers no longer focus entirely on technology, with design becoming increasingly as important, Harman Kardon is introducing the latest range of audio products which it says presents a milestone for the company.

To achieve this, Harman Kardon and the multi-award winning designer Daniel Ashcraft of Ashcraft Design, have created a new, unique design which will distinguish the Harman Kardon components in the years to come.

"The new Harman Kardon products are designed to create an emotional bond between the product and the user," explained Dan Ashcraft.

The new line-up is the most technological advanced that

Harman Kardon has presented in



years, says HK. All 7.1 channel AV receivers such as the AVR755 illustrated above, offer HDMI 1.3a repeaters with audio processing, Faroudja DCDi Cinema video processing and upscaling of video signals to 1080p. All these new receivers, including the entry-level 5.1 models, offer a minimum of three HDMI inputs and one output.

In addition, the new product range features several convergence products, such as DMC digital media servers. The DMC 1000 is a four-stream digital media server with DVD-audio/video playback and a 250GB internal hard drive. It digitalises catalogues, stores up to 60,000 songs and transfers this music for use in portable players, portable multimedia

and navigation devices, card-equipped cars and mobile phones.

The familiar Harman Kardon volume knob has been transformed into a dynamic white lighted ring bound by a thin aluminium band. This iconic form, says the manufacturer, combines light, the spirit of video, with the precious metal of fine audio. All but only the absolutely essential controls have been removed from the brushed aluminium front panel leaving a clean backdrop to display the polished aluminium Harman Kardon logo.

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